

NICE guidance on the prevention of CVD at population level

Evidence from the Co-operative Group

Appendix 1 Selected chronology of health related activity

1984	We respond to the COMA report with a comprehensive education campaign "Eat Right, Eat Well" for customers.
1985	We commit to introducing full nutrition labelling for ALL of its products. Lobby the Government to introduce a standardised, consumer friendly approach for the whole food industry
1986	In the absence of a UK wide scheme we develop our own consumer-friendly approach to nutrition labelling using the terms HIGH, MEDIUM and LOW.
1992	In conjunction with the GPG we launch a new interpretative labelling scheme based on the proportion of food energy provided by each nutrient and lobby for legislation to permit interpretative information in the nutrition panel.
1992	We are the first retailer to ensure our sanitary protection products carry prominent warnings about Toxic Shock Syndrome.
1993	Following the spirit rather than the letter of the law we are the first retailer to make a 'medical' claim on products containing folic acid, passing on the Governments advice that folic acid helps reduce the risk of neural tube defects in babies.
1994	Advice to women not to eat liver during pregnancy is incorporated onto liver and pate packaging as excess Vitamin A may harm the developing foetus.
1995	We call for action to implement the recommendations of <i>Eat Well!</i> The Nutrition Task Force's action plan to help achieve the Health of the Nation targets on diet and nutrition in its <i>The Plate of the Nation</i> Report
1995	We challenge suppliers to reduce the amount of fat and salt in Co-op products to help achieve Nutrition Task Force targets.
1995	We became the first retailer to label calories and fat content per serving on the front of pack and grams of salt on the reverse.
1996	We label all soft drinks and fruit juice with warnings that frequent drinking may lead to tooth decay and poor nutrition. In addition we advise that drinks should be diluted to half their normal strength for small children.
1997	We lead the industry by putting sensible drinking advice on spirits in addition to alcohol units already on the label.
1997	We include dental advice on all of our own brand confectionery lines.
1997	In our Lie of the Label campaign we identify labelling 'tricks of the trade' used to make products appear bigger and better than they really are and launch a Labelling Code of Practice and call for industry to adhere to it.
1998	Guideline Daily Amounts for calories, fat and salt are included in nutrition panels.
1998	Salt is included in the front of pack nutrition summary alongside

	calories and fat.
1999	We become the first retailer to launch own brand LoSalt products.
2000	We cut the salt content of white and value white loaves and puts pressure on the industry to follow suit.
2000	Our Food Crimes report lifts the lid on 7 food crimes and we launch a series of initiatives to redress the balance between consumers and big business.
2000	Our Blackmail report is the first inquiry, launched after Food Crimes and highlights the impact of TV advertising of food and drink products on children's diets. As a result we commit to a voluntary ban on advertising HFSS during children's TV hours and bans the use of cartoons on HFSS food and drink.
2001	We become the first retailer to introduce Braille on our own range of medicines and start to roll is out on food products.
2002	In Lie of the Label II we revisit food labelling on behalf of the consumer to see how things have improved and to move the agenda forward.
2003	5 A Day labelling is applied to the front of all appropriate products.
2004	In Shopping with Attitude we publish the results of a study into the attitudes of consumers to the food they buy and commit to define new standards in ethical retailing and transparency.
2004	We make commitments around reducing the salt in all reformulated products.
2005	We remove artificial colours from ALL of our products.
2006	We adopt FSA multiple traffic light labelling on priority products.
2006	We commit to achieving new FSA salt targets by end 2009.
2007	Our new Healthy Living Range wins the IGD Nestle Wellness Award
2008	We launch our Mix your Colours Campaign
2008	We start to roll out FSA multiple traffic light labelling on all products.
2008	Traffic light labelling is applied to the price ticket for loose products sold as part of our Food To Go Range and served in our coffee bars.
2009	We launch our Green Dot and Big 5 campaigns.